Print Date

09/06/12

Page 1 of 3



WDAF-TV

Flight Dates 09/06/12-09/10/12

Order Sep 00:15:00

Product Estimate #

JAY NIXON 4 GOVERNOR Alt Order# 09811426 573002 Contract / Revision

Original Date / Revision Billing Type Cash Agency Com 15%

09/06/12 09/06/12 Order Type **GENERAL Billing Contact** Billing Cycle EOM/EOC

Advertiser Nixon, Jay/D/MO/Governor 1600 Locust Street Billing Calendar BROADCAST

Philadelphia, PA 19103

Demographic A35+ Campaign Group

Agency Rev Codes SP-POL PLC **GEN Buying Contact**

Sales Office DC-M Product Codes PL1Eb 1

End Date

Sales Region NAT **Priority** 1600 Locust Street Agency Ref Advertiser Ref Philadelphia, PA 19103

Start Date

Primary Account Executive

Order%

Dan Driscoll

Account Executive

Dan Driscoll 100% Order Share 25% Market Value 76600

> Competing Station % of Order Amount **KCPT** % 0 **KCTV** 25% 19150 **KCWE** % 0 **KMBC** 25% 19150 **KMCI** % 0 **KPXE** % 0 **KSHB** 25% 19150

> > %

0

Order Totals Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date #Spots Net Amount Gross Amount September 2012 25 \$16,277.50 \$19,150.00 0.00 08/27/12 09/10/12 25 \$16,277.50 \$19,150.00 Totals 25 \$16,277.50 0.00 \$19,150.00

KSMO

												Tota	als
Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	4	09/06/1	2 09/07/12	M-F 9-10p	CM-All	9-930p	TF	:30	1	\$750.002	0.00 NM	1	\$750.00
				9-930p		(9:00 PM-9:3	0 PM)				ı		
	NEWS	;									İ		
	St	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 09	9/03/12	09/09/12	TF	1	\$750.00	0.00						
2	4	09/10/1	2 09/10/12	M-F 9-10p	CM-All	9-930p	M	:30	1	\$750.002	0.00 NM	1	\$750.00
				9-930p		(9:00 PM-9:3	0 PM)						
	NEWS	;				•	•						
	<u>St</u>	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 09	9/10/12	09/16/12	M	1	\$750.00	0.00						
3	4	09/06/1	2 09/07/12	M-F 10-1030p	CM-All	10-1030p	TF	:30	1	\$750.002	0.00 NM	1	\$750.00
				M-F 10-1030p							j		
	NEWS	;		Ì							I		
	St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
W	eek: 09	9/03/12	09/09/12	TF	1	\$750.00	0.00						

Print Date: 09/06/12

Page 2 of 3



573002

Flight Dates 09/06/12-09/10/12

Hiatus Dates

Original Date / Revision 09/06/12/ 09/06/12

<u>Order Sep</u> 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product JAY NIXON 4 GOVERNOR Estimate #

Marketin in the Control	-	End	Inventory Code			2025 v 150 250 grap - 1-00 000 grap - 27 - 1-0	Len Sp		CONTRACTOR SINGUISTICS	Rtg Type S	•	
4 4	09/10/1	2 09/10/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M	:30	1	\$750.00 2	0.00 NM	1	\$750.0
NEWS			, 10 1000p									
		End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09/		09/16/12 2 09/07/12	M M-F 6-7a	1 CM-All	7	0.00 TF	:30	2	\$450.002	0.00 NM	2	\$900.0
5 4	03/00/1	2 03/07/12	M-F 6-7a	CIVITAII	0-7 a		.30	4	φ450.00 <u>2</u>	O.OO INIVI	2	\$900.º
NEWS										ł		
Sta Week: 09/		End Date 09/09/12	<u>Weekdays</u> TF	Spots/Week	<u>Rate</u> \$450.00	Rating 0.00						
		2 09/07/12		CM-All	·	TF	:30	2	\$450.00 2	0.00 NM	2	\$900.0
			7-8a		(7:00 AM-8:	00 AM)						,
NEWS	rt Date	End Data	Mookdovo	Cnoto Allank	Data	Detine						
Week: 09/		End Date 09/09/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00						
7 4	09/06/1	2 09/07/12	M-F 7-9a	CM-AII		TF	:30	2	\$450.002	0.00 NM	2	\$900.0
NEIMO			8-9a		(8:00 AM-9:	00 AM)						
NEWS Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	TF	2	\$450.00	0.00						
8 4	09/09/1	2 09/09/12				\$:30	1	\$750.002	0.00 NM	1	\$750.0
NEWS			9-930p		(9:00 PM-9:	30 PM)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	s	1		0.00						
9 4	09/08/1	2 09/08/12	Sa 7-9a	CM-All		S-	:30	1	\$375.001	0.00 NM	1	\$375.0
NEWS			7-8a		(7:00 AM-8:0	JU AM)						
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				1		
Week: 09/		09/09/12	S-	1	7	0.00			:			
10 4	09/08/1	2 09/08/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:0	S- ΩΛ ΔΙΛΙ)	:30	1	\$375.001	0.00 NM	1	\$375.0
NEWS			0-34		(0.00 Alvi-5.	oo Awi)						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09/		09/09/12	S-	1	70.0.0	0.00			#4#0.000			
11 4	09/09/1	2 09/09/12	Su 7-9a 7-8a	CM-AII	7-8a (7:00 AM-8:0	S 00 AM)	:30	1	\$150.002	0.00 NM	1	\$150.0
NEWS					(1.001	,						
	rt Date			Spots/Week								
Week: 09/		09/09/12 2 09/09/12	S Su 7-0a	1 CM-AII	\$150.00 8-0a	0.00	:30	1	\$150.002	0.00 NM	4	¢150.0
12 4	03/03/1	2 03/03/12	8-9a		(8:00 AM-9:0	-	.30	,	\$150.002	O.OO INIVI	ı	\$150.0
NEWS												
Sta Week: 09/	rt Date	End Date 09/09/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00				ſ		
13 4			FOX News Sund		9a-10a	S	:30	1	\$150.002	0.00 NM	1	\$150.0
			FOX News Sund	•		J		'	Ţ.00.00 <u>m</u>	5.50	'	Ų 100.0
NEWS	4 D-1	F. J. P. (1841-5	0	P	D . C				ĺ		
Sta Week: 09/	<u>rt Date</u> 03/12	End Date 09/09/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
14 4		2 09/07/12		······	5-530p	TF	:30	1	\$450.002	0.00 NM	1	\$450.0
			•									



573002

Flight Dates 09/06/12-09/10/12

<u>Hiatus Dates</u>

Original Date / Revision 09/06/12/ 09/06/12

<u>Order Sep</u> 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product JAY NIXON 4 GOVERNOR Estimate #

											Tota	(andrill)
Ln Ch	Start	End	Inventory Code			Time Days	Len Sp	ots		Rtg Type	Spots	Amount
14 4	09/06/1	2 09/07/12	•	CM-All	5-530p	TF	30	1	\$450.002	0.00 NM	1	\$450.00
NEWS			5-530p		(5:00 PM-5:	30 PM)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/09/12	TF	1	\$450.00	0.00						
15 4	09/10/1	2 09/10/12	M-F 5-6p	CM-All	5-530p	M	:30	1	\$450.002	0.00 NM	1	\$450.00
			5-530p		(5:00 PM-5:	30 PM)						
NEWS		F	Manhaha	Contallate	Dete	Detina						
<u>51</u> Week: 09	art Date	End Date 09/16/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						
16 4		2 09/07/12			530-6p	TF	:30	1	\$450,002	0.00 NM	1	\$450.00
10 4	03/00/1	2 03/01/12	530-6p	OMPAI	(5:30 PM-6:		.00	'	ψ+00.00 <u>z</u>	0.00 14141	•	Ψτουτου
NEWS			•		`	ĺ						
<u>St</u>	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09		09/09/12	TF	1	\$450.00	0.00						
17 4	09/10/1	2 09/10/12	•	CM-AII	530-6p	M	:30	1	\$450.002	0.00 NM	1	\$450.00
NEWS			530-6p		(5:30 PM-6:	00 PM)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	+	09/16/12	M	1	\$450.00	0.00						
18 4		2 09/07/12	M-F 6-630p	CM-All	6-630p	TF	:30	1	\$600.002	0.00 NM	1	\$600.00
			M-F 6-630p									
NEWS												
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09		09/09/12	TF	1	\$600.00	0.00				0.00.10.6		0000 00
19 4	09/10/1	2 09/10/12	-	CM-AII	6-630p	M	:30	1	\$600.002	0.00 NM	1	\$600.00
NEWS			M-F 6-630p									
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09		09/16/12	M	1	\$600.00	0.00						
22 4	09/06/1	2 09/07/12	M-F 9-10p	CM-All	930-10p	TF	:30	1	\$750.00 2	MM 00.0	1	\$750.00
			930-10p		(9:30 PM-10):00 PM)						
NEWS		F D	1011	Conta (Manie	Data	Detina				l		
<u>51</u> Week: 09	art Date	End Date 09/09/12	<u>Weekdays</u> TF	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
23 4		2 09/10/12			930-10p	M	:30	1	\$750.002	0.00 NM	1	\$750.00
25 4	03/10/1	2 03/10/12	930-10p	Q141-7 (I)	(9:30 PM-10		.00	•	\$100.00	0.00 11101	•	ψ. σσ.σσ
NEWS					• -	,						
_	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				j		
Week: 09		09/16/12	M	1	\$750.00	0.00						
N 24 4	09/09/1	2 09/09/12	Home Team Gam		12p-CC	S	:30	1	\$7,000.002	M/ 00.0	1	\$7,000.00
_			Chiefs Football or		. .	5.0						
	art Date	End Date	<u>Weekdays</u> S	Spots/Week	<u>Rate</u>	Rating 0.00						
Week: 09	1/03/12	09/09/12	3		\$7,000.00	0.00	***************************************					40.450.00